Component 2 Graphic Communication

Standard Mark – 33

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<tr>
<th>Mark</th>
<th>AO1</th>
<th>AO2</th>
<th>AO3</th>
<th>AO4</th>
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<table>
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<tr>
<th>Level</th>
<th>Mostly emerging competent ability</th>
<th>Mostly emerging competent ability</th>
<th>Mostly emerging competent ability</th>
<th>Fully emerging competent ability</th>
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<td>3</td>
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Examiner comments:

- This candidate's performance level is mostly emerging competent in level 3 in AO1, AO2 and AO3, and fully emerging competent in level 3 in AO4.
- There is evidence that knowledge, understanding and skills are generally adequate.
- The development process demonstrates endeavour in the formulation of ideas and the context in which they were informed.
- The visual journey displays evidence of growing technical control of the formal elements through a range of media, including digital photographic experimentation.
- The candidate shows evidence of drawing throughout, supported by their own photography. There is evidence of painting, printmaking, drawing and pastel/ charcoal studies.
- Annotation is often descriptive but is relevant to intentions.
- The Candidate's timed test demonstrates a broadening approach to technique and process in their understanding of graphic visual language.

Keyword descriptors from the taxonomy:

Growing control
Broadening
Endeavour
Fragm...
Amy Winehouse was born in London on September 14th, 1983. She was a singer/songwriter with an iconic deep and expressive singing voice. She sang soul, jazz and rhythm and blues. Her album "Back to Black," released in 2006, led to her instant fame. She never wanted fame, she'd struggled with depression on bullying throughout her life, and eventually became dependent on alcohol, crack and heroin.

She died from alcohol poisoning on July 23rd, 2011.

Her relationship with Blake Fielder-Civil was one factor that led to her death. She was pregnant on him yet he influenced her to try crack cocaine and heroin which eventually led to an overdose. She survived and the couple decided to go to rehab together.

Amy said herself that she was a quiet girl until the age of 9. Her parents split had a strong effect on her. She wanted to rebel in anyway she could by smoking weed all day, getting tattoos and piercings, burning up school and getting drunk.

She was heavily influenced by her grandmother Cynthia, saying that she used "the strongest woman she ever knew." Her death took a massive toll on Amy's mental health.

She began writing music at age 14 with the guitar she bought. She loved Jazz and was inspired by Sarah Vaughan and Dinah Washington. Her debut album was called "Frank," released in October 2003, was nominated for 'Brit Awards' and achieved platinum sales.

I decided I may want to base my project on making an album cover for a "Best of Album for Amy Winehouse.

The album would show "fragments" of her life and show how her soul remains in the hearts of many...
Andrew
He’s a New York City Photographer, born in Beirut

"I tear the images into fragments then re-arrange until a piece feels like it makes sense.

Lundwall works with mixed collage and only uses pre-1980 printed materials and glue to make his collage photography or photomontage.

I don’t really create with a specific subject in mind.

This work is often quite complex to look at and often consists of edited photos cut into fragments and being put back together in creative and unique ways.

My Response

I really like Lundwall’s work as to me it goes beyond perceptions of reality. The collaging of regular photos to create something different could represent how, in his Winehouse’s case, she was represented one way by her fame and struggle with drugs but the true spirit of her was something much different and very real.

One of my favourites of his works is the woman edited with triangles. The black and white image makes her stand out. She looks like a glamorous woman from around 1950 yet the edit makes her appear slightly disturbing. Another similar to this is the man who also looks like he’s from the early 20th century. The once normal image now looks distorted and threatening.

Lundwall

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Most of her album covers featured her in dark colours, along with light coloured type that stands out against the background.

A lot of Amy Winehouse's album typography used this style.
Montage (Digital)

Photos of her throughout her life.

Main image shows her classic look.

Younger pictures.

Clear smokey eyes.

I could use photomontage, with lower opacity images over one full opacity image to create a digital album cover.

Montage (Hand-made)

Archive of colour and black and white.

Many photos all overlapping, all images combining.

Try not to leave gaps between shapes.

Pictures near the start of her life.

Pictures near the end of her life.

Serious faces and smiles.

Like a photo-album.

Fragments

Amy Winehouse
Albums

Analysis

- Simple background, focus on image
- Text same texture as Michael Jackson’s clothes
- Space theme, jagged font looks futuristic
- Eyes are both and striking, only facial feature visible clearly

- Mixure of picture and drawn image
- Pink text, navy bold, album name bolded
- “Nothing’s real” life is made up or “dream”
- Title fades away as it is “not real”. Theme is blue and green
Amy's Albums

- Amy is the focal point of the picture
- Album name, smaller and below her name
- All capital letters, in gray
- She always stars on the covers

- Black/dark black
- Background, puts focus on Amy and the title

Capital letters longer than lower case; may have a lot of emphasis
Looks like it's handwritten
Perhaps her name written in handwriting on cover for personal touch

Amy
Winehouse

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Lino printing

Roll out the printing ink and then roll it onto the lino cutting.

Make sure the print is not patchy.

Use lots of different colors for an overlap effect.

Exam

Sources

My main source of inspiration for this project was the late singer Amy Winehouse. For research, I watched the documentary “Amy” to find out more about her life. I decided I wanted to do a book with an album for Amy Winehouse or another late artist, for example, Kurt Cobain, as it would represent a fragment of their life left behind. To prepare, I experimented with lino printing. I used acrylic paints, overhead and oil pastels, as well as digital media like Photoshop. I also looked at the composition of album covers.

Artists

My main artist I studied was Amy Winehouse so I looked at and analysed her album covers to gain inspiration. I also studied other album covers, for example, Michael Jackson’s “Thriller”. I looked at the artist Andrew Loundwell as well because I liked the way he made ordinary photos/paintings look extraordinary or strange.

Achievement

In the end, I am happy with the amount of experimentation I have done in this project, however, some of my outcomes appear quite messy. If I had practised more with the gouache, I could have been more accurate. I managed my time well as I finished a digital and handmade final piece.

Evaluation

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> Font is bold and simple.
> Overlap draws attention to the album name.
> Image is quite dark.

> Colors are neutral yet warm.
> Gradient map on low opacity (14%).

> Purple clouds create dreamy horse effect.
> Dark eyeliner stands out.
> Brighter colors live up the image.
> Features, for example eyeliner.
Amy Winehouse
Fragment

Greatest Hits